**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

They used to ask people to fill out paper forms to collect data.

* 1. What were the problems with this method of collection?

Human error or incomplete data is the problem with this method.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.
      * + Customer no longer have to wait for the form to be sent out
        + Customer can access websites when it is convenient to them
        + Bad handwriting is no longer an issue to read
        + This creates clear and accurate data
   2. What is a potential problem with direct access?

The customer may be able to input incorrect data

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

It benefits people that are housebound.

* + 1. What is meant by time-poor people?

Time-poor refers to people that struggle to fit ordinary things into their busy lives.

* 1. Feedback
     1. What is the nature of feedback sought?

The customer or member provides an answer to the provided question.

* 1. Online voting

Online voting is a method of expressing an opinion.

* 1. Social Networking

Social networking is the way in which people communicate this can be done through sites like facebook and myspace.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP stands for hypertext pre-processor. It is a general purpose scripting language that is used on web servers

* 1. What is a dynamic webpage?

A dynamic webpage is one that changes as requested by user.

* 1. Give examples of dynamic webpages.

Examples of a dynamic website is Google earth and Google maps.

* 1. Explain the nature of ASP.

ASP stands for active server pages that is a tool that assists in building dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

JavaScript is client side rather than server side like PHP and ASP

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

It is to provides organisations with type information.

* 1. Cookies
     1. Describe the nature of a cookie.

A cookie is a small file that web servers store on the user’s computer.

* + 1. What information does a cookie typically contain?

Cookies typically contain data about the user, such as the user’s email address and web-viewing preference.

* + 1. How can cookies be misused?

They can be misused as spyware which can track people.

* + 1. What is spyware?

Spyware is a file that collects small amounts of information about users with out there knowledge.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

They are protocols used to provide security for other communications on the internet.

1. What is the role of HTTPS software?

A HTTPS was cratered to provide a secure medium through the internet

1. Which port does HTTPS use? How does this compare to HTTP.

HTTPS use port 443 and HTTP uses the port 80.

**Privacy Policies**

1. What is the role of privacy policies?

An organisation that collects data on individuals or other organisations usually have a privacy policy about how it is uses the data collected and whom it will disclose it.

1. What data must a privacy policy contain?

By law, privacy policies must be located on company’s website so that they are easy to find. It must contain details about what data is gathered and how it is used.

**Shipping and returns policy**

1. What is the role of these policies?

To assist customers with how to proceed should the order not meet with their satisfactions.